ABSTACT OF THE DISCLOSURE

A polymeric fluorescent substance exhibiting strong visible fluorescence in solid state. The substance has a polystyrene reduced number-average molecular weight of 1×10^3 to 1×10^8, and contains repeating units represented by formula (1),

$$-Ar_1-(CR_1=CR_2)_m- \quad \cdots\cdots (1)$$

in the formula, Ar_1 represents an arylene group having a specific substituent. By using the polymeric fluorescent substance, a high performance polymer LED can be prepared easily.